

The proposed rule on unsolicited fax advertisements will place a heavy burden on many segments of the private sector, especially the association community. Florida already has statutory prohibitions against faxes which are truly unsolicited, but takes a more realistic approach where a relationship (such as membership) exists between the parties. Naturally, the new federal proposal will supercede the state law and will subject thousands of transactions between an association and its members to the possible violation of law.

I urge the FCC to further review the serious and unnecessary impact on legitimate relationships already in existence and obviously not taken into consideration when the rule was developed.

If a rule by the FCC is indicated, please consider re-working to clarify those faxes the Commission seeks to deter. Surely, there could not have been an intent to use such a broad brush as the currently proposed rule reflects.

Respectly,

L. Carl Adams

Florida Society of Association Executives

(member of American Society of Association Executives)